

DANIELL SKOURUP

USER EXPERIENCE DESIGNER
MARKETING LEAD

PHONE
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MAIL
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PORTFOLIO
www.daniellskourup.com

LANGUAGES

Danish | English

SKILLS

STRATEGY & COMMUNICATION

Marketing strategy | Brand development | Campaign planning | Storytelling | Copywriting | Account-based marketing

DESIGN & USER EXPERIENCE

UX | UI | Web design | Service design | Information architecture | Prototyping | Graphic design | Corporate visual identity | HTML | CSS | JavaScript

DESIGN TOOLS & DIGITAL MARKETING

Adobe Creative Cloud | Figma | HubSpot | WordPress | Analytics | Dashboards | SEO | AEO | Microsoft Office Suite | LinkedIn campaign manager

COLLABORATION & PROCESSES

Project coordination | Change management | Stakeholder management

COURSES

- Behavioral Psychology
- Project Management for Marketers

PROFILE

Designer and marketing lead with a deep interest in turning complex problems into clear, usable solutions. I work across UX, visual identity and digital communication, and build the systems, templates and structures other people work in. I like to make ideas tangible early, so decisions are made against something you can look at rather than something you have to imagine. My approach is structured but creative, balancing analytical thinking with a designer's instinct for simplicity and meaning.

EXPERIENCE

Present – 2026

Marketing Lead

Biobridge Partners ApS

- Built and rolled out CVI and design system
- Took over and completed new website project
- Leading LinkedIn strategy and ad campaigns
- Content creation, SEO/AEO and thought leadership
- Owning marketing tactics and global execution

2025 – 2023

Marketing Consultant

BASE life science A/S

Promoted from Marketing Associate, 2023–2024

- Developed CVI, brand assets and design system
- Led website project and SEO/AEO initiatives
- Launched LinkedIn campaigns (organic and paid)
- Produced sales material and thought leadership
- Led global marketing execution across teams

2024 – 2021



Product Designer

My True Value

- Conceptualized and designed the product
- Built wireframes, mockups and prototypes
- Designed the CVI and programmed the website

2023 – 2023

Finance Office Assistant

Madklubben ApS

- Handled bookkeeping of turnover and deposits
- Processed refunds and salary returns
- Reconciled accounting entries

2023 – 2022

UX & UI Designer

P1 Esport ApS

- Redesigned the website interface and experience
- Designed visual components for social media

CHARACTERISTICS

CURIOUS & ANALYTICAL
I am curious by nature and love figuring out how things work.

STRUCTURED & CREATIVE
I build systems designed to stay useful long after handover.

COLLABORATIVE & RELIABLE
I believe shared ownership and clear processes lead to better results.

HONEST & THOUGHTFUL
I would rather say I do not know than claim something I cannot back up.

INTERESTS

DESIGN & EXPERIENCES
I find design endlessly interesting. Everything man-made is designed, and every design is felt by someone.

CULTURE & HISTORY
I am drawn to how ideas, tools and ways of understanding life have developed in parallel across the world.

CONNECT

www.linkedin.com/in
/daniell-skourup

www.instagram.com
/daniell.ifs

2021
2014

Refund & Chargeback Specialist

SimpleSite ApS

Promoted from Customer Supporter, 2014–2018
Alongside Office Assistant, 2016–2018

- Provided customer service for DK and US clients
- Handled refunds, chargebacks and claims

2020
2020

UX & UI Designer

Limelight Music ApS

- Redesigned the application (product)
- Updated and implemented CVI across platforms

EDUCATION

2022
2020

Digital Concept Development

Zealand Academy of Business and Technology

- Theoretical and practical application of design tools
- Conceptualization of digital products and services
- Project management and business development
- User experiences (UX) and interfaces (UI) design
- Innovation and optimization of digital solutions

2020
2018

Multimedia Design & Communication

Zealand Academy of Business and Technology

- Theoretical and practical application of design tools
- Communication and content production
- Programming (HTML / CSS / JavaScript)
- User experiences (UX) and interfaces (UI) design
- Design of physical and digital media

2016
2015

Sustainable Engineering Design

Aalborg Universitet (AAU)

- Materials science and technology
- Scientific concepts, theories and models
- Innovation for products and systems